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Number 1

POINTERS FROM THE PROFESSIONALS

NEWSPAPER EYE APPEAL NEEDS DRESSING UP
....Pointers on make-up by E. Z.

Dimitman, a former executive editor of the *Chicago Sun* and the *Philadelphia Inquirer*, who has been free-lancing as a newspaper consultant and radio news analyst. (Reprinted by special permission from *Editor & Publisher*)

EVERYBODY AND EVERYTHING is dressing up -- trying to exceed in eye appeal -- except newspapers.

Women have their new look (each season) designed to attract and please more of the roving male eye. Even staid man, anxious to catch the wary eye of the ladies, is going in for more color, flashy sports clothes and, in some cases, the bold look.

Manufacturers of consumer goods spend small fortunes to im-

prove the eye appeal of their products. Canned and packaged foods and other products that are sold from store shelves have been "dressed up" to increase sales -- successfully. Automobiles, refrigerators, office furniture -- almost every product that is made to be sold -- is being improved in appearance, is being given added eye appeal.

Magazines have taken many steps, particularly

in the lavish use of color, to dress their stories and articles in a manner to make them more attractive -- to catch the wandering eye of the reader. Advertising managers and agencies, with imagination and daring, have added new eye appeal to advertisements that appear in magazines and newspapers.

But the newspaper -- it's a laggard in the eye-appeal parade. In many respects the tradition-bound newspaper is out of step with modern progress. It is only a little more than a year ago that the publishers of American newspapers finally decided to do something about the business of seeking quicker, more economical and better means of manufacturing a newspaper.

Science in industry has been marching ahead for years -- applauded in news

columns and on editorial pages but ignored by the publishers in their own business.

The good editor seeks not only to cram his paper with the best of the news and available features -- but he wants that news and those features read.

THE NEWSPAPER EDITOR, today, does not have color as an aid as does the magazine editor. He does not have the many open pages clear of

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By Col. Hans Christian Adamson

advertising. He is stuck every day with numerous pages with odd sizes and shapes for his editorial content.

But the newspaper editor has three things with which to work; three tools with which to do a face-lifting job that needs to be done. These three are type, photographs and white space. And that's quite enough until the everyday use of color in newspapers comes along.

In the past 20 years or so considerable progress has been made by newspapers everywhere in the use of these three stock tools. Modern head types, particularly of the sans serif school, have replaced many of the older and less legible faces; cap and lower case are gradually pushing out all upper case heads; flush left heads have improved legibility and given some needed white space; decks and cross bars have been reduced from anywhere from two to five or six to a single deck; ugly dashes separating heads from decks, decks from each other and from body type have generally been eliminated, together with ruled boxes and various other doodads to provide a cleaner, simpler page. Body type has gradually been increased in size. Despite the mounting cost of newsprint, that trend is likely to continue.

IN THAT SAME period of time newspapers have learned considerable about the selection and use of photographs. Now and then a little white space dresses up the page in some newspaper. Occasionally a daring departmental editor, sticking his head above the clouds, comes up with a radical change in his page or pages, designed to attract unusual attention. Generally, however, and for various reasons, the idea dies very quickly and the routine makeup is restored.

TYPE IS PROBABLY the most important of the three tools since type takes up the major portion of the newspaper page. The particular face used is not as important as the manner in which it is put to use. Too many newspapers use too many type faces in their heads. In an effort to get eye appeal, news heads are invented with new type faces to make them stand out. In time the paper is cluttered with a half-dozen or more type faces, many of them unrelated and shrieking at each other.

For normal newspaper practice two type

faces are enough -- with the occasional use of a third type face for unusual treatment of unusual stories or features. The two faces should be of the same or complementing families, but contrasting -- bold against light, Roman against italic, condensed against expanded. A simple rule which some of our most attractively typed papers use is: For one column heads -- Roman, light or medium, condensed; for multiple column heads -- italic, bold or black, extended or normal. A secondary rule provides that all single column heads be separated by multiple column heads.

A LITTLE CLOSER editing of every story and feature will save enough white space to spread around the head to make it stand out. The final tool at the command of the editor is white space. Costly, yes, but worthwhile to provide readability and eye appeal. The smart advertiser, whether he be the local merchant or the national producer, has learned the dollar value of white space in his efforts to sell goods by the printed word. The editor who is trying to sell news and features via the printed word can take a long delayed lesson from advertising.

CLEAN, SENSIBLE BOOK ON LOGICAL PUNCTUATION... Analysis and Comment by Prof. Roscoe Ellard, Graduate School of Journalism, Columbia University, from "Books in Review," *Editor & Publisher*. (Reprinted by Special permission from *Editor & Publisher*.)

That precious white space isn't wasted if used properly to make more attractive the news story, feature or picture you so much want every purchaser of your paper to read. Make it up elsewhere. Cut down the number of decks of heads; eliminate inside banner and binder lines; drop out a poor picture, reduce routine cuts of men from one column to half-column size. Edit some of the features and columns as carefully as you edit spot news; all of them can stand it, most of them will be improved.

Finally, when you have an unusual story or feature treat it as such.

A COPYREADER IN Minnesota wants the title of a book on punctuation *that will end all argument* -- "an authoritative book for newspaper use that includes the rules and practices for headlines."

We'll suggest four. But first, since reason, consistency -- and the least possible pontificating -- are *musts* in all sensible grammar, take that whimsical editorial of years ago in the *New York Sun*. A slightly frantic reader had challenged, "Justify your unorthodox grammar in a recent paragraph.... And remember," he taunted, "*a thousand grammarians will be hanging on your reply.*"

The *Sun* justified it, with kind and sound logic, observing incidentally that "the sight of a thousand grammarians hanging *anywhere* would be of comfort to mankind."

A sweet reasonableness for quick clarity motivates all defensible punctuation. Commas, colons, and periods -- especially *periods* -- are part of good writing. We should have a reason, a reader's reason, for every mark. Summey's

"American Punctuation," dedicated to "lynx-eyed copy-readers," sets forth logic as well as precept. (*AMERICAN PUNCTUATION*, by George Summey Jr. New York: Ronald Press Co. 182 pp. \$2.50)

"A punctuation mark groups expressions for separate notice," the author points out. "If expressions ought to be fused, any separate mark merely obstructs; if expressions require separate attention for readability, punctuation is useful.... Good punctuation is possible only in good writing. If sentence structure is lame or stiff, punctuation is only patch-

work, helping after a fashion but also showing how bad the word pattern is."

Summey quotes the following example: "The result of this generally peaceful penetration, as the Germans slyly called it, of Russia appeared in the second campaign of the war." The parenthetical clause splits a natural word group *penetration of Russia*. Commas though grammatically indicated only stress the need for rewriting.

In "American Punctuation" you find plenty of specific rules, plenty of illustration -- many from recent newspaper usage -- but always you find the logic pointed out for each principle, the philosophy of punctuation.

An unnecessary mark is worse than useless. It interrupts. Take this sentence, suggests the author: *He predicted that, if wages were raised, prices would have to be marked up.* "The first comma makes a useless pause and gives undue emphasis to *that*," Summey explains.

Or take this: *No hotel, restaurant, dining room, or kitchen shall be used as a sleeping or dressing room by an employee or other person.* The first comma makes the law forbid any person to sleep in a North Dakota hotel.

And this: *I am, accordingly, returning the policy for correction.* The commas suggest an overstressed form of *am* and break the continuity.

ALL OF US encounter now and then a new reporter who learned somewhere that commas are to scatter like maraschino cherry bits in a cafeteria salad. One deskman on the *New York Herald Tribune* became desperate about it. He sent a copyboy for a file -- the kind bur-

QUESTIONNAIRE REPORT

According to replies to a questionnaire received by the editor from 300 advisers during the past year, these are the phases of their work with school publications which are giving advisers the greatest concern:

No.	Replies	Phase of Work	Percentage
56		Journalism Techniques*	18 2/3
42		Financing*	14
34		Photography*	11 1/3
33		Staff Organization*	11
27		Faculty Cooperation	9
23		Student Interest	7 2/3
20		Contest Ratings	6 2/3
20		Production Problems*	6 2/3
15		Administrative Problems	5
12		Printing Contracts	3
10		Community Relations	1 2/3
7		School Prestige	2 1/3
1		Student Cooperation	0 1/3

HOW ARE YOU MEETING THESE PROBLEMS?
OTHER ADVISERS WANT TO KNOW. WILL YOU
HELP THEM BY SHARING YOUR EXPERIENCE?

! MAIL THAT PINK ENVELOPE !

* Items treated in issues of The Bulletin

glars and mechanics use. Carefully, completely he filed the comma from the offending reporter's Underwood.

"Now," he dared in 96-point Gothic, BANG AWAY ON THAT COMMA KEY ALL YOU LIKE!"

"Rules of the paper for which one is writing and rules of punctuation that represent generally accepted custom should govern," the author advises. "But certain harmful rules have been handed down in books or carried in the heads of compositors, copyeditors, teachers or writers -- among them the notion that *all* adverbial sentence openers must be set off, that omission of a verb calls for an apologetic comma, that long subjects must be set off from their predicates, that *therefore* always takes a comma or pair of commas, that a comma must never be used before *and* or *but*.

"As a matter of fact, many adverbial openers are open; omission of a verb seldom makes a comma necessary; the long-subject comma is at the point of death; *therefore* is open or punctuated according to circumstances; *and* or *but* may be preceded by a comma, semi-colon, dash, or period."

STYLE IN WRITING...Critical Bases of Writing Analyzed by Prof. Ellard in his *Editor & Publisher* feature "Books in Review" in a review of A STUDY OF LITERATURE for Readers and Critics by David Daiches. (Reprinted by special permission from *Editor & Publisher*.)

The author discusses quite fully the use and philosophy of the period, question mark, exclamation point, comma, dash, semi-colon, colon, parentheses, brackets, and suspension dots.

SUMMEY'S BOOK HOWEVER omits the punctuation of newspaper headlines. For that, either of two books is suggested: "Newspaper Editing, Makeup and Headlines" by Radder and Stempel, McGraw-Hill Book Company, New York; or "Headlines and Deadlines" by Garst and Bernstein, Columbia University Press, New York.

Details of printers' standard arrangement of punctuation -- and of other elements of typography -- are fully and authentically set forth in "A Manual of Style with Specimens of Type" (1949 revision) University of Chicago Press, Chicago.

GOOD WRITING IS mostly good thinking. You cannot separate a writer's thought -- the furnishings and nature of his mind, his glandular vigor -- from the tailoring with which he clothes them for public promenade.

Dress a woman in creations of the finest couturiere and it still is the lines of her body, the expression of her face, and the quality of her conversation that gives style -- or burlesque -- to her gown.

Yet you cannot ignore the couturiere -- her design and fitting, her sewing of the seams. Likewise, pictures worth sharing must hang in the writer's mind. He must have something to say. But it isn't much good in this hurried world unless he knows how to say it, quickly, unmistakably, irresistibly.

I think therefore that newspaper writers, particularly critics, will get evocative and suggestive ideas -- certainly a synthesis of ideas -- from this scholarly but never abstract or obscure book. A test of good reporting is -- Does it take the reader to the scene, make him see the news, hear it, smell it, feel it and believe it? And Dr. Daiches, professor of English in Cornell University, declares in this study that "the first requirement of narrative style is the ability to put the reader *into the midst* of what is being described."

"Style," we read, "is a way of writing that makes convincing in its own right what would otherwise be merely recognizable.... If the journalist should write in such a way as to convey to readers something of the tragedy or the comedy of human affairs, wringing some human insight out of these multifarious incidents so that the reader not only knows what he already knew or admits as authentic what he did not know, but sees simultaneously what he knew and what he never saw before, recognizes the reporter's picture in the light of his deepest, half-intuitive knowledge of what man's experience is and can be -- then he has moved from journalism into art."

It would have been more accurate, I think, to have written that the reporter in achieving these effects, takes art into journalism -- as he often does. The place of thought and insight and arrangement in writing -- specially creative writing -- is ably and clearly discussed.

THE SCHOOL PRESS is not the only area where printing costs have become a problem. The following information indicates some of the steps taken by the professional field in an attempt to make expenses. Advisers who find new ways to reduce costs would be conferring a great favor on their contemporaries if they would pass along whatever information they may be able to gather for the benefit of the group as a whole. *The School Press Review* as well as *The Advisers Bulletin* would be happy to run any news, notes, or articles along this line.

HIGH COST OF PRINTING...Observations by Dr. Joseph M. Murphy, Director of the Columbia Scholastic Press Association.

*****NEWS BRIEFS*****

Mrs. Elizabeth Lamb Sheffield, Kozminski School, Chicago, Ill., was awarded first prize for feature writing in the annual contest conducted by the National Federation of Press Women. The prize was awarded at the Federation's annual convention at Kansas City, Mo., the first week in June. Mrs. Sheffield's story, which was published in the *Daily Tribune*, Winnipeg, Canada, concerned her trip to Alaska in the summer of 1948. The author has also been rewarded with the Gold Key of the CSPA for her outstanding work as an adviser.

Mrs. Stella Dakin, also a recipient of the Gold Key of the CSPA, has been appointed Dean at the Farmington State Teachers College, Farmington, Me. Mrs. Dakin resigned the position of Director of the Junior Red Cross for the state of Maine, which she has held for four years, to accept the new post.

In answer to the many inquiries received concerning the success of the annual conventions of the CSPA, Dr. Joseph M. Murphy, Director, wrote an article, "What Makes It Tick?," which was published in the August issue of *Conventions*, the magazine of conventions, trade shows and expositions published in Atlantic City, N.J.

Newspapers publishers, meeting for their annual convention recently in New York City, were shown a new Teletype-setter machine that is able to double the hourly output of the standard linotype machine. The Teletypesetter has a typewriter keyboard that perforates tape. The tape manipulates a machine, which in turn operates the keys on the linotype machine customarily handled by a journeyman printer, according to the *New York Times*.

F. W. Schaub, general manager of the *Decatur (Ill.) Herald-Review*, said an operator, who can be trained in a day, can turn out 400 lines of type an hour with the Teletypesetter, compared with the 200 turned out by a journeyman printer. The process does not eliminate the printer, however.

Some of the publishers said they found it necessary to look for such improvements because skilled journeymen printers were difficult to find and the number of apprentices coming into the business was limited. Theoretically, it was said, it would be possible, through the use of master keyboards, to set type simultaneously in several cities, and some of the smaller chain papers are planning to do this.

Rigby Owen, publisher of the *Opelousas (La.) Daily World*, discussed the operation of his paper, a country daily of 3,600 circulation, described as the only daily in the country operating with offset. The *Daily World* uses a large number of pictures, runs off proofs from standard linotype and does a paste-up job from which a whole page negative is made.

A contact print of this negative is made on a zinc sheet one-sixteenth of an inch thick, which is placed on the roller of a regular web press. This eliminates the regular photo-engraving and stereotype processes, but Mr. Owen said he still found his costs about as high as comparable papers in his area.

Advertisers were said to like the process because it eliminates job printing costs and enables them to clip patterns and pictures from glossy magazines or use regular glossy prints and get great flexibility in their copy for country stores.

THE
CORNER
EXCHANGE

HOW MEETING STAFF REQUIREMENTS for one
WE weekly senior high school newspaper
DO published in a large Eastern sub-
IT urban school is explained by the
— following letters submitted by the
— adviser.

At the first meeting of prospective candidates for the staff, each candidate is provided with two copies of a form letter which he is asked to study and then sign. One copy is presented to the Editorial Board of the publication; the other is kept by the candidate himself.

THE FORM LETTER:

_____ date

EDITORIAL BOARD

(Name of publication)

Dear Editors: I wish to be considered a cub reporter and be given an opportunity to qualify for a place on the staff of the _____ (publication). I understand that to qualify for membership in full standing I must attend staff meetings regularly, take copy to the printer as assigned, assist in the office on Press Nights from 3 to 5:30 P.M. (later when required) at least twice in each three-week period or as otherwise assigned, cover a news beat regularly, submit copy promptly, make myself generally useful, and make a substantial contribution to several successive issues of the publication.

At the same time, I also understand it is mandatory that I do my utmost to

DATE MEMO

January 10

CONTEST ENTRY DEADLINE

March 9, 10, 11

26th ANNUAL CSPA CONVENTION

March 10

ADVISERS ASSOCIATION MEETING

10-11:30 A.M.

ADVISERS TEA 3-5 P.M.

ADVISERS AIR THEIR VIEWS

A feature for which advisers are requested to send material to Mrs. Carroll S. Slick, Bulletin editor, 2038 Spruce Street, Philadelphia 3, Pa.

maintain a good scholastic standing, not permitting my extra-curricular responsibilities to the _____ (publication) to interfere with the business of getting the most out of my high school education. I shall strive to maintain at least a grade of B in English and at least a C or better in all other subjects.

When I feel that I have met the requirements outlined above, I shall write a letter of application for staff membership, the letter to include a complete record of my service and qualifications to date together with clippings of material published and copy submitted for publication.

_____ Name

Grade _____

Homeroom _____

A FOLLOW-UP LETTER:

February 3, 1949

Dear Editors: I feel that I have met the requirements for serving on the _____ as a regular staff member and would like to apply for my Press Card at this time.

To date I have had 74 inches printed in the _____. I have also done the reporting for 56 additional inches. These clippings are attached.

I have attended every staff meeting this term and have worked in the office every Monday Press Night except one and have taken copy to the printer once.

Thank you for your consideration.

_____ Name

THE PRESS CARD: A yellow 2 x 3 1/2 card with the word PRESS in purple ink printed diagonally across the card (the school colors are Purple and Gold) and worded as follows: _____ (name), _____ (position on staff), is a member of _____ (publication), official weekly newspaper of _____ Senior High School and is entitled to the courtesies usually extended members of the scholastic press. (Principal) (adviser) Date 1949-50

GUIDE TO GOOD BOOKS

OCTOBER NOVEMBER AND DECEMBER BOOKS
UNDATED BOOKS NOW RELEASED

WATCH RELEASE LINES

by

HANS CHRISTIAN ADAMSON

All correspondence to H.C. Adamson should be addressed: 510 Lexington Ave., New York 17, N.Y.

Keelhaul me twice around a Prairie Schooner if this is not the most seagoing column I've ever written about men who go down to the sea in books. Looks like the fleet is in on a black sea of printers' ink -- books of battle against men and ships; storms and waves; search for the giant fish of the deep, and quests for worldwide sea-adventure. Racing neck and neck for first position are BATTLE REPORT V (Rinehart - \$5.00) (Nov.) by Captain Walter Karig and YANKEE'S WANDER-WORLD (Norton - \$5.00) (Nov.) by Irving and Electa Johnson.... Captain Karig's famous series of U.S. Navy battles in the Pacific comes to a brilliant close in BATTLE REPORT, the fifth and last volume depicting, blow by blow, the navy fight to victory against Japs on land, air and sea up to the hour of final surrender. Exciting reading based on eyewitness observations. Extensively illustrated.... YANKEE'S WANDER-WORLD is a unique combination of highly colorful travelogue and intensely interesting description of the round-the-clock tasks of working a sailing ship from one end of the world to the other and back. The most accurate and stimulating account of Post-War geography I've read up to now. Crammed with color-plates and photographs.

NO BANNERS, NO BUGLES by Captain Edward Ellsberg, USN, is the sort of writing job that makes book reviewing a great pleasure and a gratifying privilege. An old hand at turning out robust and realistic sea stories, Capt. Ellsberg, in this his thirteenth book, writes about the bitter courage, hard headed resourcefulness and hard won achievements of the handful of poorly equipped men who served under him during the conquest of Africa's Mediterranean fringe. At that time, Gen. Eisenhower assigned the author to the heartbreak job of Principal Salvage Officer. To Ellsberg and his gang fell the task of opening vital harbors blocked by scuttled, bombed or torpedoed ships; rushing out to sea to rescue warships and troopships aflame or awash, victims of sure-shooting U-Boat bandits. (Dodd, Mead - \$4.00).

Totally different kind of sea adventure is related by John Caldwell in DESPERATE VOYAGE, the saga of a 100% landlubber's attempt to journey the 8000 miles from Panama to Australia single-handed aboard a puny sailboat. After months of being baked in doldrums, buffed in hurricanes, and near death from lack of food and water, Caldwell, at long last, reached the Fiji Islands where natives restored his health. The author eventually reached Australia by more orthodox vessels in more skillful hands. Fortunately, Caldwell writes better than he sails and DESPERATE VOYAGE is a fine story. (Little, Brown - \$3.50).

As always at this season, the shelves of bookdealers groan under the weight of books designed to capture and hold the Christmas Spirit. There are countless books that meet that need but for outstanding appeal I select THE GREATEST STORY EVER TOLD by Fulton Oursler. This "tale of the greatest life ever lived" is an outstanding bestseller by virtue of the beautiful simplicity employed by the author in recounting the life of Jesus Christ. For gift purposes, there is a De Luxe Christmas Edition, specially bound and wrapped in a handsome slipcase. (Doubleday - \$3.95). (Nov.) Also full of holiday flavor is JOURNEY INTO CHRISTMAS by Bess Streeter Aldrich, whose heartwarming stories about the spiritual strength of Yuletide have gained her a unique position as an interpreter of Christmas in the field of American fiction. JOURNEY INTO CHRISTMAS contains twelve short-stories written by Mrs. Streeter during the past twenty years. A fine present for the distaff side. (Appleton, Century, Crofts - \$2.75) (Nov.)

Mark THE WISE ONE, by Frank Conibear and J.L. Blundell, with a double-check on your must-list. It is an AAAA story about beaver colonies in Canada's Hudson Bay region that will thrill and delight even the most discriminating lovers of nature and animal stories. THE WISE ONE is a beaver. And the reader follows this fascinating animal from the hour he leaves his home-lodge, until the tragic hour, some ten years later, when he meets death in a hunter's trap. In between, and without recourse to namby-pamby, is unfolded the year by year existence in a beaver lodge -- a moving story of a way of life that exacts courage, sacrifice, intelligence and hard work as the price of survival against stern nature and crafty, ruthless enemies including otter, wolverine and Man. Wonderful diagrams and illustrations by Michael Bevans. (Sloane - \$2.75)

Without completing the sentence -- Clayton Knight, author of this biography of Bernt Balchen, famous Norwegian war, peace and polar flyer -- has titled his saga about the winged Viking HITCH YOUR WAGON. And, perchance, he is right for, in the course of time, Balchen has hitched his flying wagon to so many shooting stars that they constitute a complete constellation. Bernt Balchen -- pioneer in Antarctic flying and Atlantic aviation; serving in the air-borne underground during World War II -- is now assigned to our Arctic air defenses as a Colonel in the U.S. Air Force. Knight's book makes the reader realize that successful adventures are ninety per cent preparation and ten per cent action. Illustrated (Bell - \$3.50) (Dec.)

Any dog lover will find a slight contraction in his throat as he reads A MAN OF HIS OWN AND OTHER DOG STORIES by Corey Ford and Alastair MacBain. There is pathos, humor and a great deal of charm in these tales. From hunting hound to war hero, from pedigreed pooch to vagabond mut, the dogs in this book run the gamut of the canine world. Those who have never known the companionship of a dog will, on reading these stories, be conscious of an empty place in their past; while those who have will feel the glow of their own happy memories. (Whittlesey House - \$2.75) (Oct.)

TROUT FISHING by Dan Holland, with illustrations by the author, is important to all trout anglers but especially so to incurable troutophobiacs who not only tie their own fly-lures but untie them as well. After a thorough check, I find between its covers every trick and tackle in all departments in trout angling. Its full geographic coverage makes TROUT FISHING a veritable map to good sport and full creels. (Crowell - \$5.00)

GUESTS OF THE KREMLIN by Lt. Col. Robert G. Emmens is a Cook's Tour of wartime Siberia and Russia on the mud and vermin level. The author was co-pilot of the B-25 of the Doolittle Tokio mission which, low on gas, had to land in Soviet Siberia. With good judgment, Col Emmens finds very little fault with the treatment accorded him and his companions as "interned guests." With even better understanding, the author describes the appalling low standards of life and living he found wherever he was shuttled in Russia; the almost animal fear, hunger and servitude of the poverty-stricken masses. (Macmillan - \$3.50) (Oct.)

Companion book-ends for long and lazy winter evenings are A Harvest of WORLD FOLK TALES edited by Milton Rugoff (Viking - \$3.95) (Oct.) and A TREASURY OF SOUTHERN FOLKLORE edited by B.A. Botkin (Crown - \$4.00) (Nov.). Neither book is recommended for weak stomachs or dream-haunted sleepers, since they contain stories that will truly make your flesh creep. The former covers the globe with an interest arousing selection of wise, witty, cruel and fearsome sagas. The latter brims with stories about heroes, puritans, pioneers and bandits who grew into legends in Dixie.

Animal and Bird Lovers will be interested in the news that two famous nature books -- BIRDS OF AMERICA, edited by T. Gilbert Pearson; and ANIMALS OF THE WORLD, edited by J. Walker McSpadden -- have been issued in popular priced editions. The former, with over 1000 pictures including 106 full page color plates, sells for \$4.95. The latter, also highly illustrated, is priced at \$3.95. Both volumes give concise scientific statements with respect to birds and mammals, their characteristics and habitats. (Garden City Press)

Those whose interests turn toward the study of the fascinating patterns of insect life will welcome the news that the cream of Henri Fabre's writings have been reduced from ten large volumes to one solid book by Edwin Way Teale, one of America's foremost naturalist-authors. Entitled THE INSECT WORLD OF J. HENRI FABRE, the book covers the French scientist's explorations into the realms of bees, beetles, moths, ants, mantis, weevils, glow-worms, scorpions, and so on -- lives that never know a dull moment, nor a safe one. (Dodd, Mead - \$3.50)

THE BUBBLING SPRING by Ross Santee, who also wrote Apache Indian, is a bright new star in the rather small constellation of first rate books that deal with Indians, pioneers, lands and animals west of the Mississippi during the formative years of new frontiers following the Civil War. In this enticing volume, the author gives the unrolling of the southwest the virility, variety and authenticity in words and illustrations that only an old-hand cowpoke and veteran horse wrangler, transformed into a first class writer and artist, could create. And Ross Santee is precisely that sort of hombre on all four counts. The plot of this enticing novel is as old as the covered wagon, but it is in the brightness of its telling that it flares to stellar magnitude. Hero of THE BUBBLING SPRING is "Rusty" Rodgers, who, an orphan at fifteen, leaves his home in Illinois to go west with his Uncle Nate. After living among beaver trappers and buffalo

hunters, "Rusty" becomes a pony "buster" in the southwest and grows up with the country, despite out-laws, killers, cattle-thieves and Apache raiders. Excellent illustrations by the author. (Scribner's - \$3.75)

The slam-bang days, when shotgun messengers of Wells Fargo protected gold shipments in the robber-ridden West, are recreated with lively anecdotes and thorough research by Lucius Beebe and Charles Clegg in *U.S. WEST: A Saga of Wells Fargo*. The authors have turned out a high-gloss job in recreating the hectic bonanza days of Nevada and California when gold miners entrusted their paydirt to Wells Fargo agents and drivers. Time and again trains and stage coaches were robbed. Put, usually, Wells Fargo detectives laid the bandits low and never a miner lost an ounce of "dust." A rip-snorter about a wild and woolly era. Heavily illustrated. (Dutton - \$7.50)

Want to make a fast dollar? Got an attic, garage or cellar full of old truck and trash? Wonder if any of it is worth its weight in gold, or not worth the space it takes? To help you find out, Morgan Towne, in *TREASURES OF TRUCK AND TRASH*, lines up a price list of "junk" that fetches anywhere from one to a thousand dollars. Of special value is list of places where your "junk" can be sold. (Doubleday - \$2.00)

Self-improvement, spiced with interest and greased with ease, is made attractive by Henry Thomas in *SCIENCE SUBJECTS MADE EASY*. Astronomy and Anthropology; Geology and Geography and countless other subjects are made crystal clear. Unique is a section on job qualifications and opportunities at end of each chapter. Good for young and old. (Doubleday - \$3.95)

In these days when man-made aircraft soar higher and higher into the stratosphere at greater and greater speeds there is a sharp and constant demand for realistic information as to when and how man will reach the moon and bridge the gap between Earth and its sister planets. A large measure of this demand is met by Chesley Bonestell and Willy Ley in *THE CONQUEST OF SPACE*. The former is a world-famed painter of astronomical subjects; the latter a leading student of rocket development. Through their combined talents to depict and describe, the authors have produced a strikingly illustrated book that outlines the known space and planetary hurdles man must overcome before he can go rocketing around the solar system. Memo to Paw and Maw: If some of the scientific stuff stumps you, just ask Junior. (Viking - \$3.95)

Far from the spaceways of man-made shooting stars in theme and locale is *CADMUS HENRY* by Walter D. Edmonds who gave us such eternal spellbinders as *Drums along the Mohawk*, *Erie Water* and *Young Ames*. This book is a tongue-in-cheek tale about a teenage boy who became a Civil War balloon observer. An exciting plot of love, war and ballooning unfolded as only a master narrator of Edmonds' calibre could handle it. Not only for the young, but a warm glow for the Young In Heart. (Dodd, Meade - \$3.00)

GUIDE TO GOOD COOKS

-- Aided and Abetted by Helen Lyon Adamson --

Last spring, when I made a survey of the scope of usefulness of these book reviews, a number of teachers observed that some books covering the Domestic Science realm -- such as cook-books for experts and beginners (yes, even for boys who like to ride the camp or kitchen range) -- might be useful. In line with that I present some new and not so new *unusual* cook-books. As the dear, dead poet said:

"We may live without friends, we may live without books,
But civilized man cannot live without cooks."

UNUSUAL -- More than just a good cook-book, which it is, *THE WISE ENCYCLOPEDIA OF COOKERY* reaches into new realms of truly encyclopedic coverage of the entire food sector of the homemaker. No highfaluting gastronomic mumblejumble but a down to earth, well indexed volume of dishes and diets, planning and canning. A valuable book for any householder's shelf. (Wise & Co. - \$3.95) -- Another Encyclopedic Cook-book that lives up to its broad title, is Ruth Perlozheimer's ably edited *CULINARY ARTS INSTITUTE ENCYCLOPEDIA COOKBOOK*. Although it, to some extent, follows the patterns of the long-established "institute" cook-books, it offers an unusually large number of recipes within its 1100 pages. Impressive is its sixty page index. Put this among the hardy perennials. (Grosset & Dunlap - \$4.95) -- For our money, *THE BROWN DERRY COOKBOOK* is worth twice its price because its recipes come straight from the menu cards that made the Brown Derby in Hollywood a world-famous restaurant. No kowtowing here to the film firmament, just a series of sharply professional briefings on how to get mouth-watering re-

sults with meat, fish, fowl and good red herring. Main feature: Exact description of portions prepared in each of some 500 recipes. (Doubleday - \$3.00)

GENERAL-- A complete guide to fine cooking for novices and experts is **THE FIRESIDE COOKBOOK** by James A. Beard. With its beautiful color illustrations, this Beard book comes close to being the handsomest cook-book we have ever read. But, since handsome is as handsome does, **THE FIRESIDE COOKBOOK** is not only highly readable but contains recipes for things delightfully eatable. A wonderful Christmas present. (Simon & Schuster - \$3.95) -- **JUST FOR TWO COOKBOOK** by Lily Haxworth Wallace has just been issued in a revised edition in its fourteenth large printing. First issued in 1942, this wishing well of heaven-sent recipes for small families has grown in popularity over the years. This revised edition contains hard-to-get, up-to-date information on frozen food and pressure cookery. Also, chapter on carving is tops. (Barrows - \$2.50) -- Mrs. Beth Bailey McLean, who enjoys well-earned regard in the field of Home Economics, is author of **MEAL PLANNING AND TABLE SERVICE**. Up-to-now almost 100,000 copies of this volume have been sold in its school edition. Now it will serve to extend the horizons of many householders who, in these days of high food costs and low help supply, must do their own planning, marketing and cooking. This book adds variety to menus and charm to the table. (Manual Arts Press - \$3.50) -- Simple, homey recipes, that tend to make range-work as easy as falling off a log, are featured in **THE YOUNG HOMEMAKERS COOKBOOK** by Esther S. Schifferman, a California career-woman who cooks for palate and for pleasure. Many of her dishes have the German flavor she inherited from her mother. No institute atmosphere here, but crammed with kitchen aroma. (Murray & Gee - \$3.00) -- We give the green light to virtually any Sunset how-to-do-it home book and **THE HOST AND HOSTESS BOOK** is no exception. A comprehensive guide for indoor and outdoor entertaining. Especially interesting are the sections on outdoor meals, week-end entertaining and holiday planning. (Lane - \$2.00)

COOKIE JAR -- Seasonal as well as highly spiced with seasonings is **THE CHRISTMAS COOKIE BOOK** by Virginia Pasley. Loaded with Old, as well as New World recipes, this volume takes a new tack in cookie cruising by listing cookies according to the kind that "keep," those that "keep a little while" and those that "won't keep." None of the cookies tested by us "kept." Consumed too soon. (Little, Brown - \$2.75) Your sphere of cookies acquires global proportions in **AROUND THE WORLD MAKING COOKIES** by Josephine Perry. A masterful list of regional recipes from Inside U.S.A. is matched by an equally thorough line-up of European, Mexican and Oriental concoctions. (Barrows - \$2.00) -- Similar in its international sweep is **COOKIES AND MORE COOKIES** by the sisters Lois Lintner Sumption and Marguerite Lintner Ashbrook. The ice-box cookies are particularly tempting. Valuable information about cookie decorations, frostings and glazes to run-of-the-mill amateurs. (Manual Arts Press - \$2.25)

SPECIALTIES -- **SERVE IT BUFFET** by Florence Brobeck, whose *Cook It in a Casserole* took countless kitchens by storm, adds new joys not only to the pleasure of buffet parties but to the everyday routine of breakfast, lunch or dinner. Here is serve-yourself tray service for hot and cold dishes, salads and beverages. (Barrows - \$2.50) -- **THE SOUP BOOK** is one of the famous series of specialty cookery books by Master Chef Louis P. De Gouy, equally at home on a range and a typewriter. If soup is your dish, here's a real horizon extender. Some Old World soups make a one-plate-one-spoon meal. (Greenberg - \$4.50) -- The egg and you will take on a brand new meaning through Ann Seranne's **ART OF EGG COOKERY**. More ways of treating an egg than skinning a cat -- 448 interesting and satisfying combinations of keeping hens and consumers happy. (Doubleday - \$1.95) -- Bacchus lifts not only his grape-crowned head but flows out in full flavor from **WITH A JUG OF WINE** by Robinson Wood. The author is the famous "For Men Only" food columnist and gourmet but don't let that scare you off. Those who lean toward wine cookery will find this one of the best. (Farrar, Straus - \$3.50) -- What with the increasingly important position taken by cheese in the nation's larder, **THE ART OF CHEESE COOKERY** meets a real demand for a better understanding of natural and processed cheese; its scope of use and its limitations. Nika Standen, the author, covered the food front for Harpers and approaches the subject with an absolutely objective eye. One finds no cheese in her porridge. (Doubleday, - \$1.95) -- If you must have sauce, not only for goose and gander but also for chicken, steaks, roasts, fish, desserts and vegetables Jean Owen's **BOOK OF SAUCES** rings the bell. The most extensive and attractive book of its kind we have ever read. (Barrows - \$2.00)

MRS. CARROLL S. SLICK

Editor, Advisers Association BULLETIN

2038 SPRUCE STREET

PHILADELPHIA 3, PA.



HOW CAN C.S.P.A. HELP YOU ?

In order to learn what publication aids or tools are needed by advisers of school publications, the C.S.P.A. Advisory Board and the Columbia Scholastic Press Advisers Association is making a survey of the field.

What published aids or tools will help you to do a better job as publications adviser?

The C.S.P.A., before deciding on a publication for its members, will appreciate your advice. Please check the level of your school and the type of publication you sponsor.

It will take less than five minutes to fill out this questionnaire and return it in the inclosed envelope.

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DIRECTIONS: Circle the applicable word or words in each of the following:

1. I am an adviser of a-- mimeographed; printed; photo-offset -- publication.
2. The type of publication I sponsor is-- newspaper; magazine; yearbook.
3. I teach in a-- senior h.s.; junior-senior h.s.; junior h.s.; elementary school; private school; collegiate level; others (specify).....
4. Are you acquainted with the C.S.P.A. Aids? Yes; No.
5. Do you use any C.S.P.A. Aids? Yes; No.
6. What publication aids do you need as an adviser?
7. What does your staff need?

OPTIONAL: Name.....
Publication.....
School.....
Address.....
.....

1. The first part of the paper is devoted to a general discussion of the problem. It is shown that the problem is of great importance in the theory of differential equations.

2. In the second part, we consider the case of a linear differential equation. It is shown that the problem can be solved by the method of variation of constants.

3. In the third part, we consider the case of a nonlinear differential equation. It is shown that the problem can be solved by the method of perturbation.

4. In the fourth part, we consider the case of a system of differential equations. It is shown that the problem can be solved by the method of matrix.

5. In the fifth part, we consider the case of a partial differential equation. It is shown that the problem can be solved by the method of separation of variables.

6. In the sixth part, we consider the case of a boundary value problem. It is shown that the problem can be solved by the method of Green's function.

